

Pet Products in Vietnam

Market Direction | 2023-05-11 | 22 pages | Euromonitor

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Report description:

Pet products saw a slight downturn in demand during 2020 and 2021, as some low- and mid-income consumers reduced their spending on non-essential items due to the economic impact of the pandemic on their disposable incomes. However, thanks to a successful vaccination campaign there were signs of improvement in the economy in 2022 as tourism picked up and there was an increase in economic activity, all of which boosted demand for pet products. While the country has seen elevated inflation it has n...

Euromonitor International's Pet Products in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cat Litter, Other Pet Products, Pet Healthcare.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Pet Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Pet products seeing stronger growth despite economic pressures

Pet healthcare seeing dynamic growth as product awareness grows

Competitive landscape remains fragmented due to the wide selection of pet products on offer and the limited brand loyalty

PROSPECTS AND OPPORTUNITIES

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Distribution expansion seen as a key strategy for winning share

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